ABSTRACT

A data modification system and method for selective insertion of local meta data into an incoming data stream, the incoming data stream having a video data component and a meta data component. The data modification system comprises an incoming data terminal, a local data terminal, and a data modification unit coupled to the incoming data terminal and the local data terminal, wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal. The method comprises receiving a data signal, the data signal comprising a first data component and a second data component, separating the first data component from the second data component, determining whether to modify the second data component, retrieving a third data component from a database, merging the third data component with the first data component, and outputting the third data component and the first data component to a distribution terminal.